LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 545-D3 - (TASTY LITTLE NUMBER) - Req. No. M14534 - Page, 4/C - (7 x 10 inches)
Printed in U.S.A.
National Size Magazines, 1989
(604)

Tasty little number.

What we have here is an ultra light with taste. And before you say "impossible," we'd like to point out that Merit Ultra Lights is one of America's fastest growing brands. Thanks to Enriched Flavor,™ the impossible becomes possible. A tasty little number, indeed.

Enriched Flavor,™ ultra low tar. A solution with Merit.

Merit Ultra Lights

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

© Philip Morris Inc. 1989

Kings: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

2061193119

Source: https://www.industrydocuments.ucsf.edu/docs/qbjx0001

2061193119